

FIGURE 1

09903075-071001

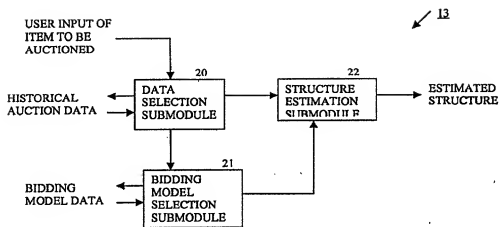


FIGURE 2

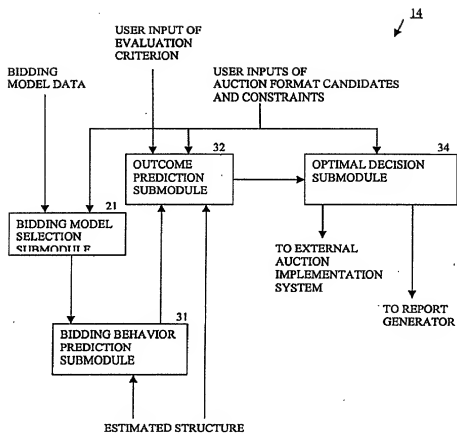


FIGURE 3

DATA SELECTION SUBMODULE

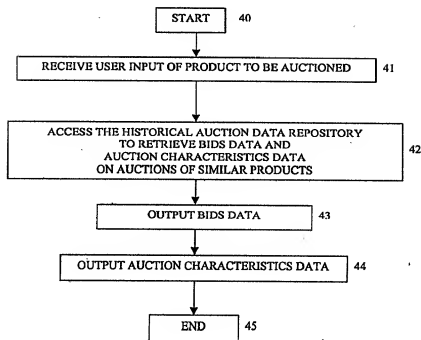


FIGURE 4

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BIDDING MODEL SELECTION SUBMODULE

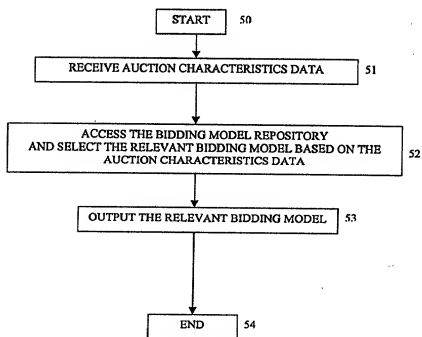


FIGURE 5

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STRUCTURE ESTIMATION SUBMODULE

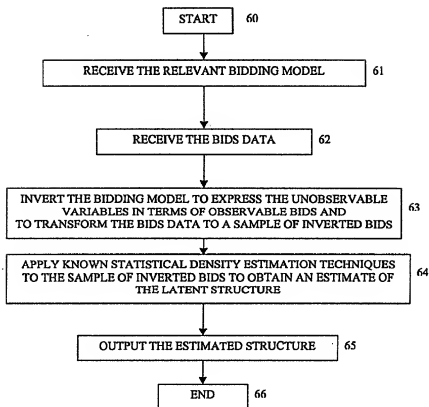


FIGURE 6

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BIDDING BEHAVIOR PREDICTION SUBMODULE

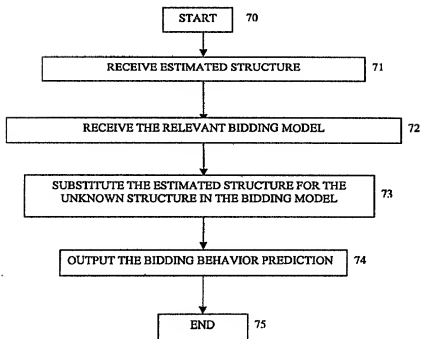


FIGURE 7

OUTCOME PREDICTION SUBMODULE

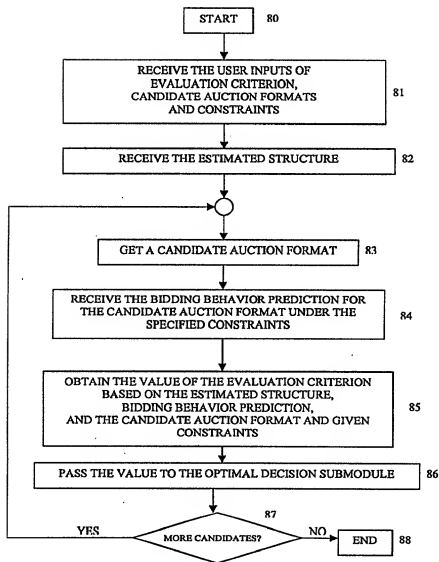


FIGURE 8

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OPTIMAL DECISION SUBMODULE

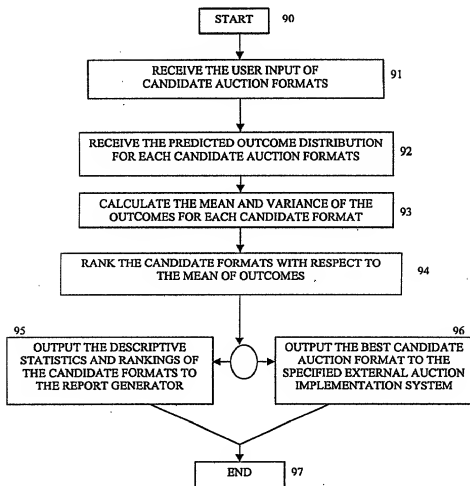


FIGURE 9

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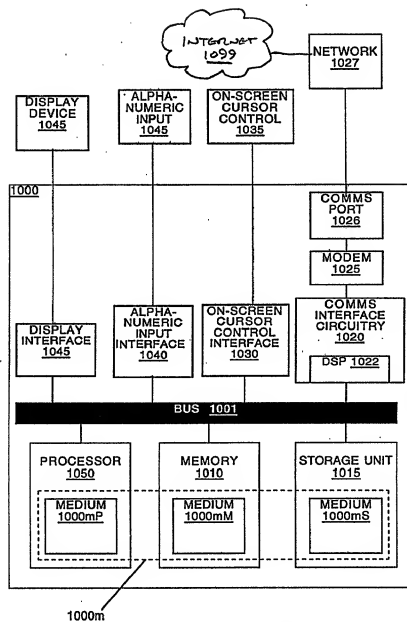


Figure 10

Figure 11a

Historical Auction Data Repository contains data on past auctions. For the purposes of present invention, the following variables are observed for each auction in the database.

Auction:

Auction ID
Further Auction Characteristics

Auctioned Item:

Item ID
Name
Quantity
Description
Further Item Characteristics

Mechanism:

Auction Format
Reserve price
Further Mechanism Characteristics

Bidders:

Bidder ID
Segment ID
Further Bidder Characteristics

Bids:

Identities of participating bidders
Bids submitted by participating bidders

Outcomes:

Assigned payments for each bidder
Assigned quantities for each bidder

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Figure 11b

AUCTION CHARACTERISTICS:

Auction ID

Item ID

Item Name

Quantity

Dates:

Announcement

Start

Close

Seller/Buyer ID

Auction Mechanism Characteristics

Invited Bidders' IDs

Participating Bidders' IDs and Bids, Quantities

Outcome:

Assigned Price for each bidder

Assigned Quantities for each bidder

Fees:

Shipping & Handling

Taxes

Auctioneer Fees:

Posting Fee

Ad Valorem Fee

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Figure 11c

BIDS:

Bid ID
Auction ID
Item ID
Bidder ID
Bid Time Stamp
Price Bid
Bid Type
 Proxy
 Direct
Quantity Desired
Minimum Quantity
Currency

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Figure 11d

MECHANISM CHARACTERISTICS:

Format
 English
 Dutch
 Sealed Bid First Price
 Sealed Bid Second Price
 Vickrey
 etc
Buy/Sell
Entry Rule
 Open
 Free
 Fee
 Invitation
 Free
 Fee
Reserve Price
 Secret
 Open
Start Price
Bid Increment
 Fixed
 Relative
Closing Rule
 Inactivity Time
 Fixed Closing Time

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Figure 11e

ITEM CHARACTERISTICS:

Item ID
Name
Description
Location
SKU
Manufacturer
Model Number
Condition
Warranty
Weight
Weight Unit
Measurement Unit
Currency
List Price
etc

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Figure 11f

BIDDER CHARACTERISTICS:

ID
Segment ID
Name
Address
General Information
Socio Demographic Information
Etc

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T0012015/0E0660

Figure 11a

SELLER/BUYER CHARACTERISTICS:

Seller/Buyer ID

Name

Address

General Information

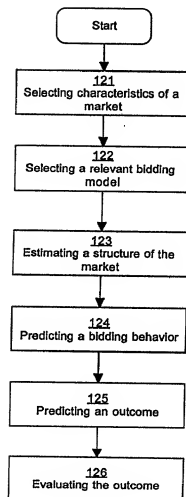
Socio Demographic Information

Etc

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Figure 12

120



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